Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application.

1.   (Currently amended) A method performed by a computer system, comprising:

storing an electronic ~~a digital~~ version of a ~~mass-produced printed~~ paper, wherein the electronic ~~digital~~ version is displayable on a display device as a likeness of a hardcopy version of the paper; and

in response to content of a portion of the likeness, forming a hyperlink reference and embedding it within the electronic ~~digital~~ version, wherein the hyperlink reference is associated with an operation of the computer system ~~computing device~~ and with the ~~a~~ portion of the likeness ~~of the paper~~, such that when the electronic ~~digital~~ version is displayed on the display device as the likeness of the hardcopy version ~~the paper~~, the hyperlink reference's associated portion of the ~~displayed~~ likeness is selectable by a user to cause the computer system's performance of the hyperlink reference's associated operation, and wherein the content is at least one of the following, other than a computer network address: an alphanumeric character; a symbol; a term; a phrase; and a reference.

2.   (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding it within the electronic ~~digital~~ version, wherein the hyperlink reference's associated portion of the ~~displayed~~ likeness is a likeness of an advertisement within the hardcopy version ~~paper~~.

3.   (Currently amended) The method of Claim 2 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding it within the electronic ~~digital~~ version, wherein the hyperlink reference specifies a website associated with the advertisement.

4.   (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding it within the electronic digital-version, wherein the hyperlink reference specifies a website, and wherein the hyperlink reference's associated operation includes displaying the website.

5.   (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding it within the electronic digital-version, wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes displaying a visual image in response to the file.

6.   (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding it within the electronic digital-version, wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.

7.   (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding it within the electronic digital-version, wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.

8.   (Currently amended) A system, comprising:

a computing device for:

      storing an electronic a digital version of a mass-produced printed paper, wherein the

          electronic digital version is displayable on a display device as a likeness of a

          hardcopy version of the paper; and

      in response to content of a portion of the likeness, forming a hyperlink reference and

          embedding it within the electronic digital version, wherein the hyperlink

          reference is associated with an operation of the computing device and with the

          a portion of the likeness of the paper, such that when the electronic digital

          version is displayed on the display device as the likeness of the hardcopy

          version paper, the hyperlink reference's associated portion of the displayed

          likeness is selectable by a user to cause the computing device's performance

          of the hyperlink reference's associated operation, and wherein the content is at

          least one of the following, other than a computer network address: an

          alphanumeric character; a symbol; a term; a phrase; and a reference.

9.   (Currently amended) The system of Claim 8 wherein the hyperlink reference's
associated portion of the displayed likeness is a likeness of an advertisement within the
hardcopy version paper.

10.   (Previously presented) The system of Claim 9 wherein the hyperlink reference
specifies a website associated with the advertisement.

11.   (Previously presented) The system of Claim 8 wherein the hyperlink reference
specifies a website, and wherein the hyperlink reference's associated operation includes
displaying the website.

12.   (Previously presented) The system of Claim 8 wherein the hyperlink reference
specifies a file, and wherein the hyperlink reference's associated operation includes
displaying a visual image in response to the file.

13.   (Previously presented) The system of Claim 8 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.

14.   (Previously presented) The system of Claim 8 wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.

15.   (Currently amended) A computer program product, comprising:
a computer program processable by a computer system for causing the computer system to:
        store an electronic a digital version of a mass-produced printed paper, wherein the
            electronic digital version is displayable on a display device as a likeness of a
            hardcopy version of the paper; and
    in response to content of a portion of the likeness, form a hyperlink reference and
            embed it within the electronic digital version, wherein the hyperlink reference
            is associated with an operation of the computer system and with the a portion
            of the likeness of the paper, such that when the electronic digital version is
            displayed on the display device as the likeness of the hardcopy version paper,
            the hyperlink reference's associated portion of the displayed likeness is
            selectable by a user to cause the computer system's performance of the
            hyperlink reference's associated operation, and wherein the content is at least
            one of the following, other than a computer network address: an
            alphanumeric character; a symbol; a term; a phrase; and a reference; and
an apparatus from which the computer program is accessible by the computer system.

16.   (Currently amended) The computer program product of Claim 15 wherein the hyperlink reference's associated portion of the displayed likeness is a likeness of an advertisement within the hardcopy version paper.

17.   (Previously presented) The computer program product of Claim 16 wherein the hyperlink reference specifies a website associated with the advertisement.

18.   (Previously presented) The computer program product of Claim 15 wherein the hyperlink reference specifies a website, and wherein the hyperlink reference's associated operation includes displaying the website.

19.   (Previously presented) The computer program product of Claim 15 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes displaying a visual image in response to the file.

20.   (Previously presented) The computer program product of Claim 15 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.

21.   (Previously presented) The computer program product of Claim 15 wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.

22.   (New). The method of Claim 1 wherein the forming and embedding comprises:
        in response to the content of the portion of the likeness, forming the hyperlink reference and embedding it within the electronic version, wherein the hyperlink reference specifies a different portion of the likeness, and wherein the hyperlink reference's associated operation includes displaying the different portion.

23.   (New). The system of Claim 8 wherein the hyperlink reference specifies a different portion of the likeness, and wherein the hyperlink reference's associated operation includes displaying the different portion.

24.   (New). The computer program product of Claim 15 wherein the hyperlink reference specifies a different portion of the likeness, and wherein the hyperlink reference's associated operation includes displaying the different portion.